

IN THE CLAIMS:

Claims 1-6 (Canceled).

Claim 7. (Previously presented) An illuminating device for a display comprising:

a display panel;

a light guide having a light reflection surface, a light discharge surface opposite to the light reflection surface and parallel to the light reflection surface, a front side surface, and a rear side surface, and disposed under the display panel so that the light discharge surface opposes to the display panel;

an LED provided to oppose to the front side surface of the light guide at a central position of the front side surface;

a plurality of triangular grooves continuously formed in the light reflection surface from end to end;

each of the triangular grooves comprising a front side having a first angle with respect to a line perpendicular to the light discharge surface and a rear side having a second angle with respect to a line perpendicular to the light discharge surface which is smaller than the first angle;

a diffusion and reflection plate having a coating of diffusion and reflection material formed on the rear side surface thereof and disposed to oppose to the rear side surface of the light guide, the material having a diffusion and reflection property, wherein the coating is formed by screen dot printing of a pigment including titanium white so as to diffuse and reflect the light from the rear side surface.

Claim 8. (Previously presented) An illuminating device for a display comprising:

- a display panel;

- a light guide having a light reflection surface, a light discharge surface opposite to the light reflection surface and parallel to the light reflection surface, a front side surface, and a rear side surface, and disposed under the display panel so that the light discharge surface opposes to the display panel;

- an LED provided to oppose to the front side surface of the light guide at a central position of the front side surface;

- a plurality of triangular grooves continuously formed in the light reflection surface from end to end;

- each of the triangular grooves comprising a front side having a first angle with respect to a line perpendicular to the light discharge surface and a rear side having a second angle with respect to a line perpendicular to the light discharge surface which is smaller than the first angle;

- a diffusion and reflection plate having a coating of diffusion and reflection material formed on the rear side surface thereof and disposed to oppose to the rear side surface of the light guide, the material having a diffusion and reflection property, wherein the coating is formed by screen dot printing of ink including titanium white so as to diffuse and reflect the light from the rear side surface.